



ORDER

Flight Dates **09/18/12-09/24/12**

Contract / Revision **311126 /**

Original Date / Revision
09/14/12 09/24/12

Advertiser **Arpaio / Republican / Sheriff**

Agency **SRCP Media**

Buying Contact

**201 N Union Street - Suite 200
Alexandria, VA 22314**

Product

Arpaio for Sheriff

Agency Com 15%

Billing Contact

**201 N Union Street - Suite 200
Alexandria, VA 22314**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:13:00

Estimate # **274**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 15% Market Value 205500

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	23%	47265
KPNX	23%	47265
KPPX	%	0
KSAZ	19%	39045
KTVK	20%	41100
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	96	\$26,201.25	\$30,825.00	0.00
Totals	96	\$26,201.25	\$30,825.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/24/12	96	\$26,201.25	\$30,825.00

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KNXV	09/18/12	09/21/12	M-F 7-9am M-F 7-9am	CM	7am-9am	- TWTF - -	:30	9	\$225.00	P-3	0.00 NM	9	\$2,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- TWTF - -			9		\$225.00		0.00			
N 3	KNXV	09/18/12	09/21/12	M-F 9am-10am Sonoran Living	CM	9am-10am	- TWTF - -	:30	8	\$100.00	P-3	0.00 NM	8	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- TWTF - -			8		\$100.00		0.00			
N 4	KNXV	09/24/12	09/24/12		CM	9am-10am	M- - - - -	:30	2	\$75.00	P-6	0.00 NM	2	\$150.00



KNXV

Print Date: 09/24/12

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Contract / Revision **311126** Flight Dates **09/18/12-09/24/12**

Hiatus Dates

Original Date / Revision 09/14/12/ 09/24/12

Order Sep 00:13:00

Advertiser **Arpaio / Republican / Sheriff** Product **Arpaio for Sheriff**

Estimate # **274**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 9am-10am Sonoran Living											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M- - - - -					2	\$75.00		0.00			
N 5	KNXV	09/18/12	09/21/12	M-F 10am-11am The View	CM	10am-11am	- TWTF - -	:30	8	\$300.00	P-3	0.00	NM	8	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- TWTF - -					8	\$300.00		0.00			
N 6	KNXV	09/24/12	09/24/12	M-F 10am-11am The View	CM	10am-11am	M- - - - -	:30	2	\$300.00	P-6	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M- - - - -					2	\$300.00		0.00			
N 7	KNXV	09/18/12	09/21/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	- TWTF - -	:30	5	\$350.00	P-3	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- TWTF - -					5	\$350.00		0.00			
N 8	KNXV	09/24/12	09/24/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	M- - - - -	:30	1	\$200.00	P-6	0.00	NM	1	\$200.00
		Rate revised from \$300 due to LUR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M- - - - -					1	\$200.00		0.00			
N 9	KNXV	09/18/12	09/21/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	- TWTF - -	:30	6	\$225.00	P-6	0.00	NM	6	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- TWTF - -					6	\$225.00		0.00			
N 10	KNXV	09/18/12	09/21/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	- TWTF - -	:30	5	\$450.00	P-3	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- TWTF - -					5	\$450.00		0.00			
N 11	KNXV	09/18/12	09/21/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	- TWTF - -	:30	4	\$450.00	P-3	0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- TWTF - -					4	\$450.00		0.00			
N 12	KNXV	09/24/12	09/24/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	M- - - - -	:30	2	\$250.00	P-6	0.00	NM	2	\$500.00
		Rate revised from \$350 due to LUR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M- - - - -					2	\$250.00		0.00			
N 13	KNXV	09/18/12	09/21/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	- TWTF - -	:30	4	\$750.00	P-3	0.00	NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- TWTF - -					4	\$750.00		0.00			
N 14	KNXV	09/24/12	09/24/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	M- - - - -	:30	2	\$650.00	P-3	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M- - - - -					2	\$650.00		0.00			
N 15	KNXV	09/22/12	09/22/12	PR Various Non-Net 1 PR Various Non-Net 1	CM	830-9p	- - - - - S-	:30	1	\$250.00	P-6	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- - - - - S-					1	\$250.00		0.00			
N 16	KNXV	09/18/12	09/21/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	- TWTF - -	:30	4	\$850.00	P-3	0.00	NM	4	\$3,400.00



KNXV

Print Date: 09/24/12

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Contract / Revision **311126** Flight Dates **09/18/12-09/24/12**

Hiatus Dates

Original Date / Revision 09/14/12/ 09/24/12

Order Sep 00:13:00

Advertiser **Arpaio / Republican / Sheriff** Product **Arpaio for Sheriff**

Estimate # **274**

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N 16	KNXV	09/18/12	09/21/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	- TWTF - -	:30	4	\$850.00	P-3	0.00	NM	4	\$3,400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	- TWTF - -					4	\$850.00		0.00				
N 17	KNXV	09/24/12	09/24/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	M- - - - -	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	M- - - - -					1	\$850.00		0.00				
N 18	KNXV	09/22/12	09/22/12	SA 10-1035pm 10pm News	CM	10pm-1035pm	- - - - - S-	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	- - - - - S-					1	\$450.00		0.00				
N 19	KNXV	09/23/12	09/23/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	- - - - - S	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	- - - - - S					1	\$850.00		0.00				
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
		1	KNXV	09/17/12-09/23/12	SU 10-1035pm	10pm-1035pm	- - - - - Su	:30		(\$850.00)		0.00	NM			
		See MG 19.2														
		[NA due to the Emmy's jtaylor 9/18]														
		2	KNXV	09/17/12-09/23/12	Prime News	8p-9p	MTWThFSaSu	:30		\$850.00		0.00	NM			
		Ⓜ MG for 19.1 09/23														
N 20	KNXV	09/18/12	09/21/12	Nightline Nightline	CM	1035pm-1102pm	- TWTF - -	:30	8	\$350.00	P-3	0.00	NM	8	\$2,800.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	- TWTF - -					8	\$350.00		0.00				
N 21	KNXV	09/24/12	09/24/12	Nightline Nightline	CM	1035pm-1102pm	M- - - - -	:30	2	\$350.00	P-3	0.00	NM	2	\$700.00	
		Rate revised from \$450 due to LUR														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	M- - - - -					2	\$350.00		0.00				
N 22	KNXV	09/18/12	09/21/12	Jimmy Kimmel Live Jimmy Kimmel	CM	1102p-1206a / 103-	- TWTF - -	:30	4	\$100.00	P-6	0.00	NM	4	\$400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	- TWTF - -					4	\$100.00		0.00				
N 23	KNXV	09/24/12	09/24/12	Jimmy Kimmel Live Jimmy Kimmel	CM	1102p-1206a / 103M-	- - - - -	:30	1	\$75.00	P-6	0.00	NM	1	\$75.00	
		Rate revised from \$100 due to LUR														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	M- - - - -					1	\$75.00		0.00				
N 24	KNXV	09/18/12	09/21/12	M-F 6-7am M-F 6-7am	CM	6am-7am	- TWTF - -	:30	9	\$225.00	P-3	0.00	NM	9	\$2,025.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	- TWTF - -					9	\$225.00		0.00				
N 25	KNXV	09/24/12	09/24/12	M-F 6-7am M-F 6-7am	CM	6am-7am	M- - - - -	:30	3	\$150.00	P-6	0.00	NM	3	\$450.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	M- - - - -					3	\$150.00		0.00				
N 26	KNXV	09/24/12	09/24/12	M-F 7-9am M-F 7-9am	CM	7am-9am	M- - - - -	:30	3	\$150.00	P-6	0.00	NM	3	\$450.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	M- - - - -					3	\$150.00		0.00				



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**KNXV-TV
PHOENIX**

Contract / Revision **311126** Flight Dates **09/18/12-09/24/12**

Hiatus Dates

Original Date / Revision 09/14/12/ 09/24/12

Order Sep 00:13:00

Advertiser **Arpaio / Republican / Sheri** Product **Arpaio for Sheriff**

Estimate # **274**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N26	KNXV	09/24/12	09/24/12	M-F 7-9am M-F 7-9am	CM	7am-9am	M-----	:30	3	\$150.00	P-6	0.00	NM	3	\$450.00

*Tax 1 Note: Tax 0.5%.

Totals 96 \$30,825.00